

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 USIE-00 CIAE-00 DODE-00 PM-05 H-02  
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FM AMCONSUL TRIESTE  
TO AMEMBASSY ROME  
INFO SECSTATE WASHDC 0845

UNCLAS TRIESTE 0159

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E.O. 11652: N/A  
TAGS: --  
SUBJ: NEW LOCAL DAILIES IN NORTHEASTERN ITALY

REF: TRIESTE 0407 OF DEC 1977

SUMMARY: SEVERAL NEW INITIATIVES IN THE PRESS AREA BEING  
TAKEN IN NORTHEASTERN ITALY ARE CHANGING RADICALLY THE  
INFORMATION PICTURE OF VENETO REGION TRADITIONALLY  
CONTROLLED BY DC DAILY "IL GAZZETTINO". NEW DAILIES OF  
THE RIZZOLI AND MONDADORI CHAINS ARE SPRINGING UP IN  
PADOVA/TREVISIO AREA. WHILE UNDOUBTEDLY TROUBLESOME TO  
GAZZETTINO, EARLY RETURNS SUGGEST THAT THESE COMPETITORS  
HAVE A LONG WAY TO GO BEFORE THEY CAUSE THE GAZZETTINO TO  
LOSE ANY SLEEP. END SUMMARY.

2. RIZZOLI GROUP WHICH ALREADY OWNS BOLZANO DAILY "ALTO  
ADIGE" AND TRIESTE DAILY "IL PICCOLO" (IN ADDITION TO  
"CORRIERE DELLA SERA", "IL MATTINO", AND "LA GAZZETTA DELLO  
SPORT") STARTED PUBLICATION OF "L ECO DI PADOVA" ON MARCH  
1 WITH A TREVISIO EDITION OF SAME DAILY EXPECTED TO APPEAR  
VERY SOON. EDITOR OF "L ECO DI PADOVA" IS GINO COLOMBO  
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(AGE 43) -- 20 YEARS AS A JOURNALIST, MOST OF THE TIME WITH  
"IL GAZZETTINO".

3. "L ECO DI PADOVA", POLITICALLY INDEPENDENT, CLAIMS TO  
BE OPEN TO ALL DEMOCRATIC PARTIES AND AIMS AT MEETING NEEDS  
OF A CITY (PADUA: 280,000) AND OF A PROVINCE (800,000)  
PREVIOUSLY WITHOUT LOCALLY PRODUCED NEWSPAPERS. SALES

FORECASTS GREATLY EXCEEDED PRESENT CIRCULATION WHICH IS ABOUT 6,000 COPIES A DAY. RIZZOLI IS PUSHING HARD TO WIDEN READERSHIP, USING FOR EXAMPLE A WEEKLY INSERT OFFERED EVERY SATURDAY FOR ADDITIONAL 50 LIRE. HOWEVER THE QUALITY AND CONTENT OF THE INSERT ARE TOO STANDARDIZED TO HAVE MUCH LOCAL INTEREST.

4. GIORGIO MONDADORI GROUP ALSO PLANS TO ESTABLISH TWO DAILIES COVERING EXACTLY THE SAME VENETO AREA OF PADUA AND TREVISO: "IL MATTINO DI PADOVA" AND "TRIBUNA DI TREVISO". THE FORMER SHOULD APPEAR IN A FEW WEEKS IN TABLOID FORMAT (28 PAGES) PRINTED WITH MOST ADVANCED TECHNIQUES (VIDEO TERMINALS, ETC.). ACCORDING TO ITS EDITOR NINO BERRUTI (AGE 53, 30 YEARS IN THE BUSINESS, FORMER EDITOR-IN-CHIEF, "CORRIERE MERCANTILE" AND SPECIAL CORRESPONDENT, "SECOLO XIX"), HIS TARGET IS YOUTH.

5. YET ANOTHER INITIATIVE IS SPONSORED AND FINANCED BY EDITRICE MARSILIO (PSI) CONNECTED WITH ROME NEWS AGENCY "NOTIZIE S.P.A." AND WITH THE PUBLISHERS OF "IL DIARIO" OF SIRACUSA AND "IL DIARIO" OF RAGUSA. IT IS CLOSELY TIED TO GIANNI DE MICHELIS, VENICE PSI LEADER AND DEPUTY. "IL DIARIO", A DAILY WITH THREE EDITIONS (VENICE, PADUA, TREVISO) IN A TABLOID FORMAT SHOULD APPEAR IN ABOUT A MONTH, CONCENTRATING ON SOCIAL/POLITICAL/ECONOMIC EVENTS. THE EDITOR IS PIETRO BUTTITA, FORMER CULTURAL EDITOR OF UNCLASSIFIED

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"L AVANTI", CO-EDITOR OF "NOI DONNE" AND OF "L OPINIONE", AND SPECIAL CORRESPONDENT OF RAI GR 1.

6. TRIESTE DAILY "IL PICCOLO" IN ADDITION TO ITS WEEKLY SUPPLEMENT HAS RECENTLY STARTED TO PUBLISH SEPARATE EDITIONS FOR UDINE AND PORDENONE, WHICH MEANS BUTTING HEADS WITH "IL MESSAGGERO VENETO" AND "IL GAZZETTINO". INDICATIONS ARE THAT THE GOING IS ROUGH. NEW "IL PICCOLO" EDITOR FERRUCCIO BORIO HAS BEEN NAMED AS RIZZOLI S ZONE (TRE VENEZIE) CHIEF AND HAS BEEN CHARGED WITH OVERALL COORDINATION OF THE CHAIN S ACTIVITIES IN THE NORTHEAST.

7. COMMENT: WHILE THERE IS ROOM FOR ADDITIONAL DAILIES IN THE NORTHEAST, IT IS CLEAR THAT RESOURCES AND WILL MAY NOT BE ENOUGH TO CHANGE LOCAL READING HABITS. WHILE DEVELOPMENTS ARE WORRISOME "IL GAZZETTINO" EDITOR GIANNI CROVATO DOES NOT SEEM TO BE LOSING ANY SLEEP, HOWEVER. YET, HE HAS INCREASED COVERAGE OF THE LOCAL SCENE AND HIRED 10 ADDITIONAL REPORTERS. MOEN.

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## Message Attributes

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